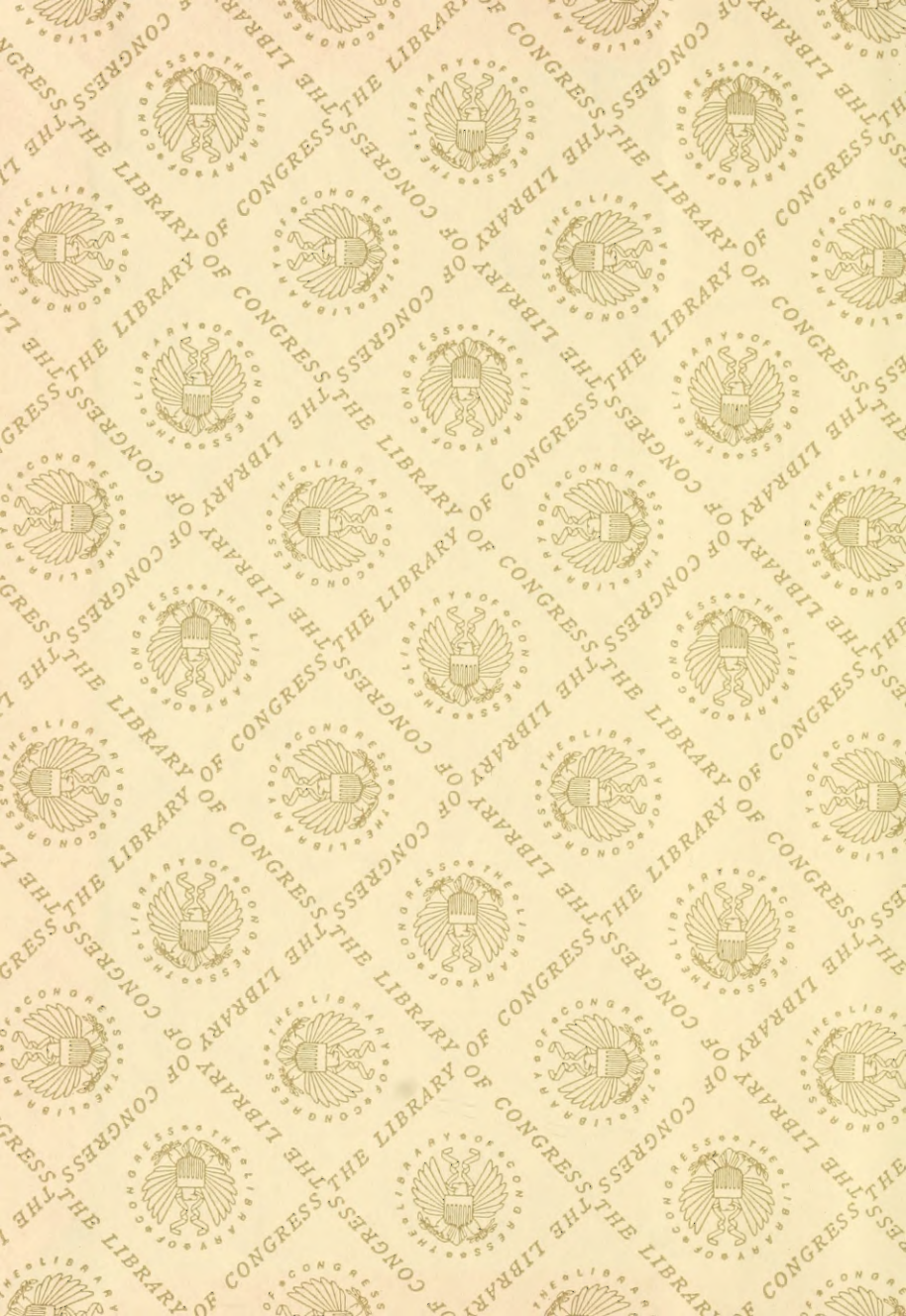


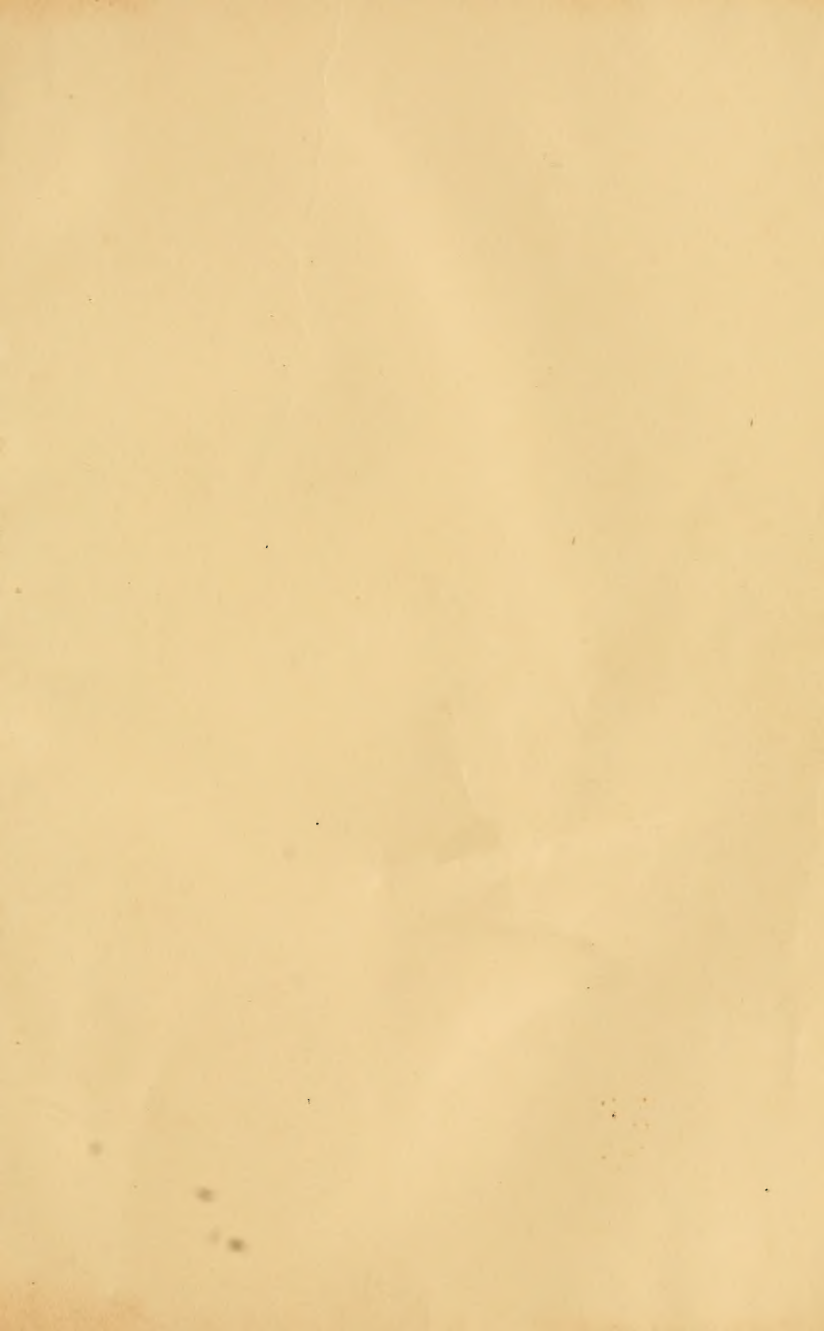
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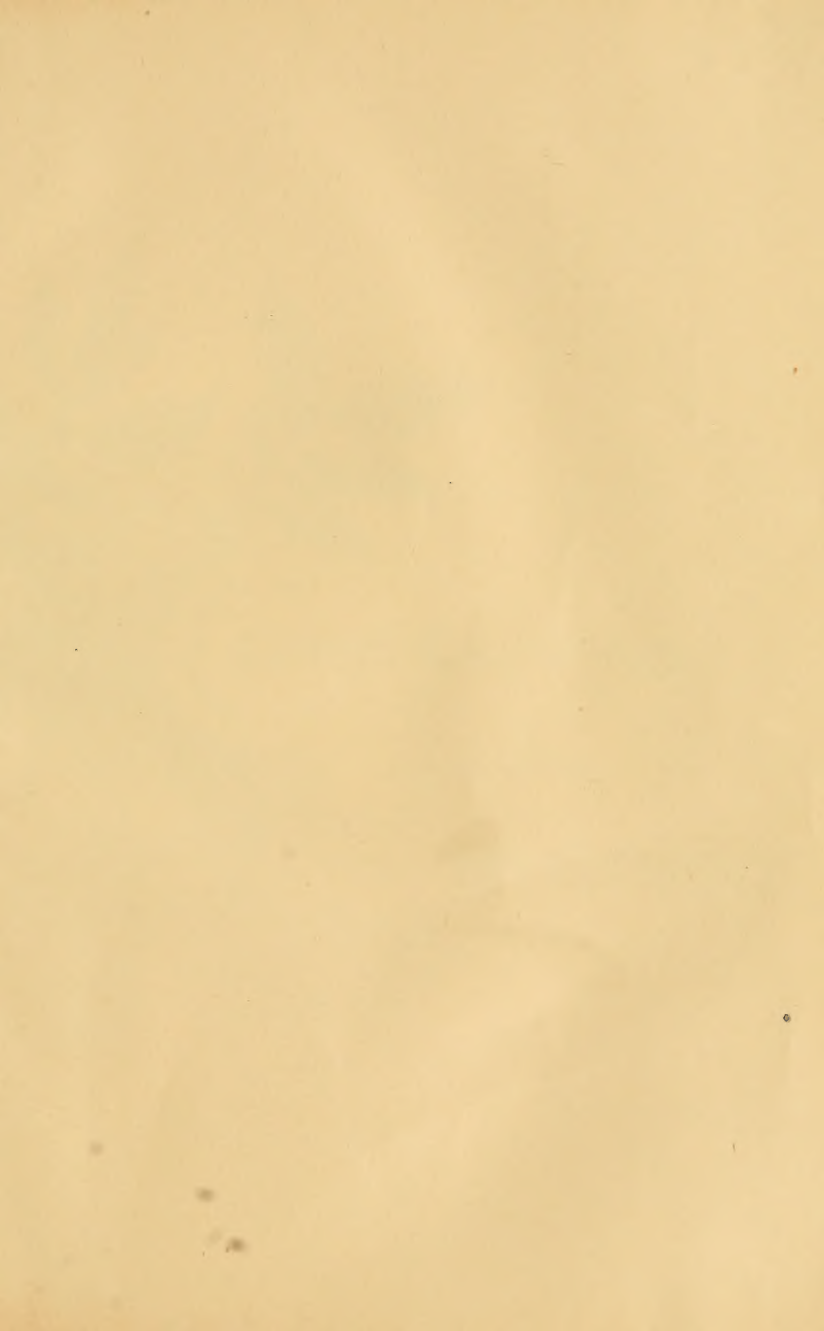
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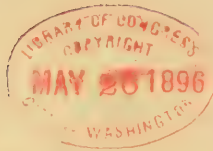












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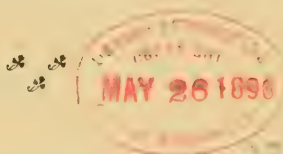
INVESTMENT

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H. W. BENNETT.

...THE...

Mexican Gulf Agricultural

.. COMPANY ..



Incorporated Under the Laws of Missouri.



CAPITAL, \$100,000 PAID.



KANSAS CITY, MO.:
LAWTON & BURNAP, MODERN STATIONERS AND PRINTERS.
1896.

OFFICERS.

H. W. BENNETT, *President*.

D. J. HAFF, *Vice-President*.

R. E. SHRYOCK, *Secretary and Treasurer*.

DIRECTORS.

H. W. BENNETT.

R. E. SHRYOCK.

E. F. SWINNEY.

D. J. HAFF.

E. W. WOODCOCK.

J. Q. WATKINS, JR.

W. A. LAWTON.

ADVISORY BOARD.

C. E. MOSS.

C. D. PARKER.

LOUIS KUNZ.

H. F. HALL.

Home Office:

100 and 101 New England Building,
Kansas City, Mo.

April, 1896.



MAPS

SHOWING THE LOCATION OF THE

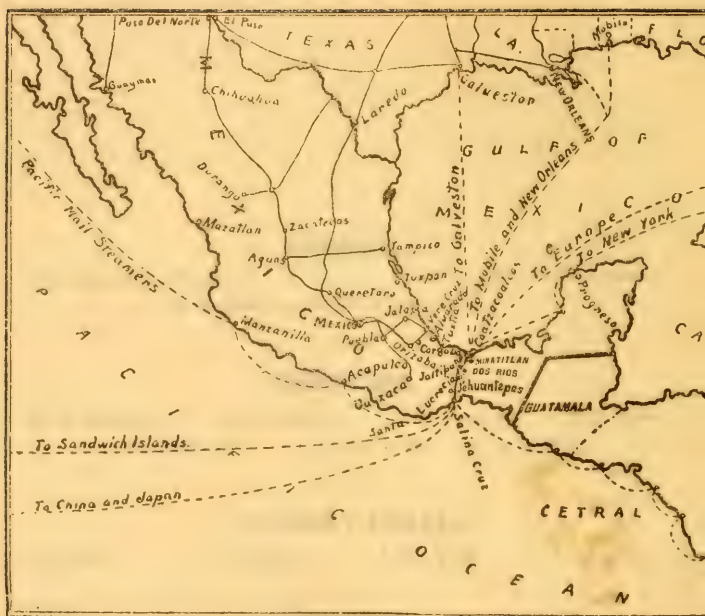
ISTHMUS OF TEHUANTEPEC

AND THE LANDS OF THE

MEXICAN GULF AGRICULTURAL

...

KANSAS CITY, MO. U. S. A.



♦ ♦ MAPS ♦ ♦

SHOWING THE LOCATION OF THE
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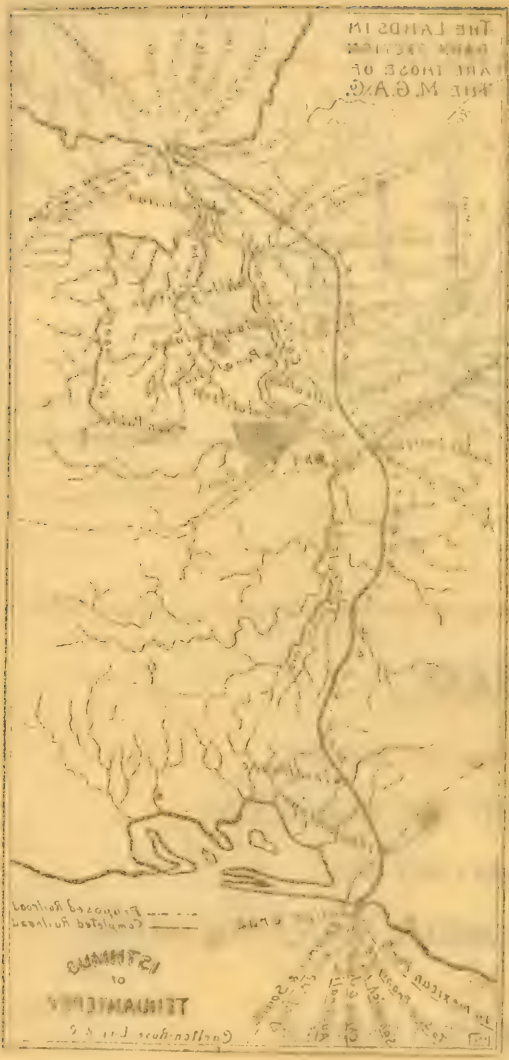
... OF ...

KANSAS CITY, MO., U. S. A.

THE LANDS IN
DARK SECTION
ARE THOSE OF
THE M.G.A.C.



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 DARK SECTION
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 THE M.G.A.



INTRODUCTION.



THE organizers of the Mexican Gulf Agricultural Company were first attracted toward Mexico as a field for investment, some four years ago, by the prominence that Republic had attained in the financial circles of the world, the large fortunes being made there, and the constantly decreasing returns from home investments. While it has always been known and never denied that Mexico was a country of vast resources and offering wonderful inducements to Anglo-Saxon enterprise and capital, yet prior to 1888 the investments in that Republic were comparatively small and the progress slow, owing to a lack of confidence in the stability of the government, on account of the constantly recurring revolutions and other political troubles to which the country had been formerly subjected.

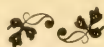
This condition of things is now entirely changed, however, and there is no doubt but that the government of Mexico is on a solid and stable basis and will so continue, and that the time is now ripe for capital and immigration. Within the last few years Mexico has made remarkable progress. She is in good condition financially and socially. Over eight thousand miles of railroad have been built: her harbors have been improved; telegraph lines connect every part of the Republic, and the country is in close communication with all parts of the world. Her mineral, agricultural and industrial resources are being developed very rapidly, and a strong, liberal government offers every encouragement and protection to life and property.

Capital invested with prudence in Mexico must necessarily yield splendid returns, superior by far to what may be expected from any other country at the present time in the

same ratio, for the simple reason that any new country with small competition, undeveloped resources and lack of capital offers to the enterprising pioneer great advantages over the limited chances of profit in old and thoroughly developed districts, where capital abounds and competition is keen, and in which the profits of both industry and capital are reduced to a minimum.

The greatest riches of any country are derived from its agricultural development, and toward this field we directed our particular attention. We gave the subject of coffee culture in particular the most thorough and complete study and exhaustive research, and sent capable men down there and went ourselves for the express purpose of investigating tropical products. We were not wedded to any locality, our only desire being to locate in the best territory we could find suitable for our purposes, keeping always in mind four principal considerations to guide us in our investigations. First, climatic conditions ; second, transportation facilities ; third, cost and supply of labor ; fourth, fertility of the soil.

A great deal of time and money was spent before lands satisfactorily answering these requirements and possessing good title could be found ; but being finally secured we started in on our new enterprise, which, after two years of practical experience, we find no reasons to regret.



ORIGIN OF THE COMPANY ❀❀❀

The original purpose with which the organizers of this Comany set out to investigate the possibilities of tropical agriculture, was in the nature of a personal search for a good investment, and to ascertain if the growing of coffee in Mexico was a business safe and profitable enough to warrant the placing of our money in a foreign country, and in an enterprise from which no material returns could be expected before five years.

Having found the investment a most attractive one, possessing to a wonderful degree the elements of security and profit, we went into the business on a large scale and as a close corporation, with no other idea than that of developing and maintaining the property with our own funds and for our own exclusive benefit.

The proposition offered the public was subsequently embraced in our plan of operation, merely as a means of reducing the cost and expense of maintaining our own plantation, made possible by the recent demands for Mexican coffee lands, brought about as a result of the splendid exhibit of Mexico at the World's Fair and the strong efforts put forth by the Mexican Government to advertise the agricultural lands of that country.

People who five years ago knew nothing of how or where coffee was produced are now familiar with the methods and sources of its production, and the large profits to be derived from its cultivation. They are also aware of the fact that capital, experience, and five years' time are required to bring a plantation into bearing, putting the business out of the reach of a large majority of those most anxious to go into it.

People of limited means cannot put their entire time and capital into an enterprise which yields no income for five years,

and to the man of means the life of a pioneer in a foreign country is not attractive.

In other words, we found there existed a growing demand for small coffee plantations, to be paid for on the installment plan, and that we were in a position to supply this demand to a limited extent, with advantage and profit to the purchaser as well as to ourselves.

After mature consideration we decided to buy more lands and make this a feature of our business, for the following reasons :

FIRST.—Because it did not in any way interfere with the carrying out of our original ideas.

SECOND.—Because, without materially increasing the cost or lessening the efficiency of our management, we can properly care for these other properties and thereby reduce the expense of maintaining our own.

THIRD.—Because it enables us to contract at a smaller cost a larger amount of labor.

FOURTH.—Because, by going into the business on so large a scale, we can afford to put a steamboat on the river, reducing the cost of our supplies and facilitating the marketing of our products.

FIFTH.—Because it will enable us to get a better price for our coffee ; the larger the production in any particular district, the more numerous the buyers, who, as direct representatives of big importers in New York, Liverpool and Hamburg, are brought together at our very doors in keen competition.

SIXTH.—Because the cost of hulling, cleaning and milling our own crop can be reduced by utilizing our plant to handle the output of other properties.

SEVENTH.—Because the Company can make a large and legitimate profit out of the transaction.

Thus it can readily be seen that we derive many direct and indirect advantages, and can at the same time give the

investor a better plantation at less cost than he could possibly secure in any other manner.

We state the above facts in order that our position may be clearly understood and the proposition we offer not looked upon as an experiment for which the public are asked to furnish the funds.

We believe any sound reasoning person can readily see the mutual advantages to all parties concerned and that the interests of the Company and its investors are identical.

PERSONNEL.

Taking it for granted that the growing of coffee is a safe and profitable business, and that our proposition affords a feasible and desirable means of securing a plantation, the question naturally arises in the mind of the prospective buyer, "Who are these people offering this investment? To what extent can we rely on their representations? And what assurance have we that our money will be honestly and judiciously expended?"

The financial standing and resources of the Company, as well as the ability and integrity of its officers, can be ascertained through private inquiry, or by means of Dun's and Bradstreet's Mercantile Agencies; also by inquiry of the First National, Union National and Metropolitan National Banks of Kansas City, Mo.; the American Loan & Trust Company, of Boston, Mass., or United States Consul-General to Mexico, Hon. T. T. Crittenden, of the City of Mexico—to any of whom we refer by permission.

The personnel of the officers and directors of the Company is here given as a guarantee of honest and capable management.

Mr. H. W. BENNETT, president, is manager in this city of the Woolson Spice Company, one of the largest dealers and importers of coffee in the United States, selling over fifty million pounds every year. Mr. Bennett has been in this business

for ten years, and devoted a great deal of time and attention to the careful study of coffee culture. He has an exhaustive correspondence from every part of the world upon the subject and has satisfied himself thoroughly that coffee culture in Mexico is a sound investment and that nowhere could lands be found better adapted to this purpose than those selected by the Company, which he personally inspected.

Mr. D. J. HAFF, vice-president, is the senior member of the firm of Haff & VanValkenburgh, prominent attorneys of Kansas City. He has devoted much thought and study to the social and financial conditions of Mexico, and made a special trip to that country in connection with this enterprise.

Mr. R. E. SHRYOCK, secretary and treasurer of the Company, is the head of the real estate and loan firm of R. E. Shryock & Company, Kansas City, and has personally inspected our property.

Mr. E. F. SWINNEY is cashier of the First National Bank of Kansas City, is well known as one of the most prominent and conservative bankers in the state and has just returned from a trip to Mexico.

Mr. C. D. PARKER is the head of the real estate and insurance firm of Parker, Durfee & Co.; president of the United States Water and Steam Supply Company, and a director of the Mechanics' Bank of Kansas City.

Mr. WILLIAM A. LAWTON is senior partner in the firm of Lawton & Burnap, one of the largest printing and stationery establishments in Kansas City. Mr. Lawton purchased for himself a coffee plantation some three years ago, has made three trips to the Isthmus and spent over six months upon and in the immediate vicinity of the lands of this company, personally investigating their fertility and products.

Mr. JOHN Q. WATKINS, JR., is well known as one of the most energetic and progressive of the younger element of Kansas City's business men and bankers.

Mr. E. W. WOODCOCK, of Chicago, is agent in that city of

the West Shore Fast Freight Line. He has owned a plantation on the Isthmus for three years, and has made several trips to that country.

Mr. C. E. Moss is a retired capitalist and a director of the Metropolitan National Bank of Kansas City.

Mr. LOUIS KUNZ is a young man well and favorably known in Kansas City, who has spent the past three years upon the Isthmus of Tehuantepec, where he has met with noted success and is looked upon as an able and reliable authority on coffee culture.

Mr. H. F. HALL is senior partner of the well known grain exporting firm of Hall & Robinson, Kansas City.



WHAT WE HAVE DONE. ❁ ❁ ❁ ❁ ❁

Since starting in this business, two years ago, we have proven by the results of practical experience that our judgment was good. The soil, climate and labor have been tested and in no respect found wanting. Over four millions of strong, healthy coffee trees and thousands of rubber, pineapple and banana plants, all in perfect condition, are now growing on our land, proving successful management and demonstrating beyond a doubt that the soil and climate of this district are perfectly adapted to the successful cultivation of these products, particularly coffee. Corn, rice, fruit and nearly all kinds of vegetables have also been raised with remarkable success, and we have learned that there is nothing to be feared in the way of frost, extreme heat, drought or strong winds, nor is there any disease, insect or animal to injure our products. We have accomplished more work, with better results and at less cost, than our previous calculations had led us to expect.

For the reasons enumerated in the first part of this pamphlet, we decided, a year ago, to undertake the development and care of a number of smaller plantations, and in the spring of 1895 placed on the market and quickly sold four thousand acres of our land on this plan. Our experience in the development and care of these properties during the past year has demonstrated the advantages and feasibility of this feature of our business, and that the results are satisfactory to our investors is evidenced by the letters and reports of all those who have visited their properties, some of which are published, with the writers' permission, in the back part of this pamphlet.

We have shown our ability to do this work in the best and cheapest manner possible, by the fact that we are now caring for plantations in our own vicinity, whose owners are actual residents on the land.

In the eighth year this income will be increased \$4,000 by the product of the 4,000 rubber trees *alone*, not to mention the large increased income from the additional improvements the owner will naturally make from the sixth to the eighth years, inclusive.

At the present time the lowest cash value of a plantation, such as the above, is \$25,000 (gold), and could be readily sold at that price, and this for a *cash outlay* on the part of the purchaser of only \$3,000, extended over a period of five years.

Each tract of 50 and 25 acres will have respectively one-half and one-fourth of the amount of improvement on a tract of 100 acres, with the exception that there will be no house on the tracts of 25 acres. The cost and income are proportionately the same.

From the fact that there will be considerable vacant land upon all of these tracts, the income can be largely increased by planting additional coffee, rubber or fruit, or whatever the planter may deem most profitable.

After the fifth year the company will care for the property, harvest and market the crop for ten per cent of the profits, in case the owner does not care to give it his personal attention.

Again we repeat that the above estimates as to the income from these tracts *is in every way a conservative one*. While we have figured on a yield of three pounds of coffee from each tree, we confidently expect five pounds or more, for the reason that they will receive from the very start the best of care and be given every advantage in the way of proper soil and high cultivation, such as weeding, shading, pruning, topping and other important and essential features. It must be borne in mind that you are not getting an ordinary Mexican coffee plantation, but one laid out and cared for from the start in the best possible manner by men who have had years of experience in this business.

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figured upon a basis of but sixteen cents, leaving a margin of nearly five cents to cover any possible decline in prices. The cost of production and marketing will without doubt be less than five cents per pound, as calculated in the estimate.

The yield from the rubber trees is only one-half the amount usually counted upon, and owing to the constantly increasing demand and consumption, the price of this article is correspondingly advancing.

The banana planters of Honduras and Nicaragua last year averaged a net profit of thirty-six cents (gold) on each bunch of bananas sold, and we have every advantage over that country in the way of quick and cheap transportation, with a quality of fruit in every way equal, if not superior. The planters of Florida last year realized an average net profit of four and a quarter cents each from their pineapples. Considering the fact that the "Verde-Madura" pineapple grown on the Isthmus is the finest known in the world, averaging seven pounds in weight, with a small core and *no fibre*, and that they will come into market in the United States two months earlier than the Florida product, we feel that we are fully justified in expecting a net profit from them of five cents each.

One very attractive feature connected with these tracts is the fact that they will be all together and lying immediately around the town of "Dos Rios," which, like the plantations themselves, will be chiefly populated by Americans, giving the settler who goes down there at the end of five years every advantage in the way of the society and language of his own countrymen. Besides, as above stated, the Company will, as soon as the coffee plantations commence to bear, put up a large plant fully equipped with the latest and most modern machinery for pulping, curing, cleaning and sizing, thereby enabling the surrounding planters to get this work done at the least possible cost and avoid the expenditure of from eight hundred to two thousand dollars for coffee machinery, which the *isolated* settler is compelled to buy for his own plantation.

The good faith of the Company, and our confidence in the ability of the tracts to realize the income figured upon, is evinced by the agreement to accept the products of the land in payment of the mortgage, and the fact that we give a bond for the faithful performance and carrying out of our contracts.

WHY?

After reading our pamphlet thus far, you will probably ask : Why ? If this is such a wonderful country and so much money can be made there — *Why*, then, does not all the world rush into the production of coffee on the Isthmus of Tehuantepec ? Why ? *For the very same reason that you yourself have not done so.* Either it has not been called to your attention, or you would prefer to make less money and live in the United States, or you have not the necessary capital to wait five years for a return and support yourself meanwhile.

But if you could secure some of the immense profits that coffee culture on the Isthmus is bound to yield, and could continue to live in the United States while the plantation was being cared for and brought into a perfect bearing condition : when you could then migrate to the land of the Aztecs and there enjoy the easy life and munificent income of a coffee planter ; if you could do this without being compelled immediately to invest the large amount of ready cash required to accomplish these results, but instead could pay for it gradually out of your income and at the same time avoid the great risk taken by the *inexperienced* planter, the *isolation* from society, and the *toil* and *privation* incident to the life of a pioneer, what then ?

The Mexican Gulf Agricultural Company is prepared to make all this possible for you, and on the most reasonable terms.

As to the security of money invested in coffee culture in Mexico, and the profit to be derived therefrom, we give you in

the following pages, in a condensed form, the result of our own inquiry and investigations, extending over a period of four years; also a number of letters and reports covering the subject in a general way and bearing directly on the merits of our proposition.



MEXICO AS A COFFEE PRODUCING COUNTRY.

There is no field in the world at the present time that offers such opportunities for the safe and profitable investment of capital as that of the heretofore neglected one of coffee cultivation in the Republic of Mexico. Throughout the civilized world there is at the present time a rapid and constant increase in the consumption of coffee, six hundred million pounds being consumed last year in the United States alone; and, although there has been a very marked increase in the production of this now necessary article of diet, yet the supply hardly keeps pace with the demand.

Coffee can only be successfully grown on virgin forest land, and the territory possessing the proper requirements for its cultivation is limited and rapidly becoming more so. The supply received from Java, Sumatra, Ceylon, and other old districts is constantly decreasing, owing to the death of the plantations from natural causes and over-worked and worn out soils.

These are some of the principal reasons why Mexico is destined to become one of the greatest coffee producing countries in the world, as she possesses every feature essential to the successful cultivation of this product at the lowest cost and with the greatest profit.

The coffee lands of Mexico are only inferior to those of Brazil in extent, being far superior in the variety and quality of their product, and only remain idle and unimproved from lack of enterprise and capital for proper development. The topographical and climatic conditions of the coffee district of the lower part of the state of Vera Cruz are especially adapted to the production of varieties and grades of coffee as large in size, as bold in style and as rich in flavor as nine-tenths of that produced in the old and celebrated coffee countries of the

world ; and the adaptability and capacity of these lands for its production have been thoroughly tested by more than fifty years of experience in its cultivation, while experience has fully demonstrated the quality of the product as well as the profit to the planter.



IS THERE A PROFIT IN RAISING MEXICAN COFFEE? ❁ ❁ ❁ ❁ ❁ ❁

The average price during the past twenty years for *Brazilian* coffees has been over fourteen cents per pound, to which must be added from three to six cents, as the relative value of Mexican coffees, *making the average price of Mexican coffee for the last twenty years between seventeen and twenty cents per pound.*

It looks as if there should be a profit when we can grow it and put it in New York at from ten to thirteen cents *less than we get for it per pound.* The present price of medium high grade Mexican is, in New York, twenty cents per pound, which, upon a high estimate of cost of six cents, leaves to the planter a profit of fourteen cents per pound, or *nearly three hundred per cent profit above the cost of production,* as can be shown by *actual experience* and from reports by the highest of authority on this question. This certainly shows that coffee culture is profitable, and especially so in Mexico.

What is the worst that could happen?

Suppose in any one year that the price of Mexican coffee should fall from twenty cents to ten cents per pound, and suppose that same year the yield should fall from three pounds per tree to one pound per tree! There would *still be 20 per cent more profit* to the planter in raising *coffee* than he could realize from *any agricultural pursuit* in this country.

Various troubles, civil and international, in Brazil and Central America, have had the effect of curtailing production in those countries, the result of which, unquestionably, will be felt for many years. Fifty years ago, one hundred and fifty thousand tons of coffee were deemed ample to supply Europe and America combined, but in 1848 these two continents consumed two hundred and fifty thousand tons: in 1868, three hundred and seventy-five thousand tons, and in 1893, over

seven hundred thousand tons *more than double that of fifty years before.* The world's consumption of coffee is now nearly nine hundred thousand tons, or *one billion eight hundred million pounds per annum*, and constantly increasing. The consumption in this country now being estimated at between eight and one half and nine pounds per capita, while in Holland and some of the northern provinces of Europe the consumption is as high as twenty-two pounds per capita. When we take into consideration the fact that for every acre of new coffee being brought under development, old fields are going out of bearing through the natural exhaustion of the soil, it can readily be seen that there is no danger of lowering the price by over-production.



ADVANTAGES OF THE ISTHMUS.❧❧

One of the highest authorities on coffee culture says: "The principal points which determine the value of a location for the successful and profitable cultivation of coffee are climate, soil, labor and transportation facilities. A temperate climate, within the tropics, is to be preferred at all times, a certain degree of warmth and humidity combined being essential; one having a mean temperature of seventy to eighty degrees Fahrenheit, and not falling below fifty-five at any time. Frost, even though it be at night and for a short period, is fatal, and a drouth would be the cause of a most serious injury to the plantation. A constant and uniform moisture, either natural or artificial, together with a rainfall of from seventy-five to one hundred and fifty inches per annum, well distributed, are requisite and indispensable to the free development of the trees. A rich, dark soil, friable and containing plenty of potash, is the best. The richer and deeper the soil the larger the yield and the longer the trees will continue to bear. Virgin forest land is the most suitable for coffee plantations, having become naturally enriched by decaying vegetable matter. Flat lands holding water are fatal to profitable coffee growing, while extremely steep slopes are objectionable on account of the wash occasioned by rains carrying away the soil and exposing the roots of the shrubs."

All of these requirements are complied with upon the Isthmus of Tehuantepec to a fuller extent than in any other portion of this hemisphere. Our climate is a mild and even one, with an average temperature of seventy-nine degrees Fahrenheit, never falling below sixty degrees, with frost and drouth entirely unknown. We have an annual rainfall of one hundred and thirteen inches, evenly distributed throughout the season, which, with the heavy dews falling at night during

the dry season, renders irrigation entirely unnecessary. Our soil is a rich, dark earth and friable, containing a large amount of potash. It is all virgin forest land that has become enriched by decayed vegetable matter for hundreds and thousands of years. The land is neither flat nor rough, but a gently sloping mass of small and evenly rounded hills. Thus we have every requirement in the way of soil and climate, with an abundant supply of good and reliable labor at an extremely small cost, and the finest of transportation facilities.

For these reasons we say that the Chalehijapa Valley is the best country in the Western hemisphere, and equal to any in the world, for coffee culture. With high cultivation, the soil will yield enormously a medium grade of coffee, which is considered by experts the most profitable grown, having at all times a ready sale among the mass of coffee drinkers. The high grade of Isthmus coffee, as compared with that of other low altitudes, is due to the superiority of our climate: the distance from ocean to ocean being only a little over one hundred miles, and the strong, cool sea breezes blowing more than half the day, give an even, temperate climate, the same as that possessed in altitudes from two thousand to four thousand feet above sea level.

Another thing that will appeal strongly to the mind of a conservative investor is the fact that these lands are equally well adapted to the culture of rubber, cacao, nutmegs and other spices, sugar, tobacco and all kinds of tropical fruits. The most profitable of these products require from six to eight years before bearing, but after that time call for very little care, and the profits therefrom are so enormously large as to appear almost incredible to any one not familiar with tropical agriculture.

Thus the planter upon the Isthmus of Tehuantepec has over a dozen different ways in which to utilize his land. It is well to know that the planter can at all times be absolutely independent of any *one* crop, with the advantage of having at

all times constant employment for his labor, the lack of which is the most serious drawback to coffee culture in Guatemala and other *one crop* countries, where the demand for labor during the coffee picking season greatly exceeds the available supply. In high altitudes these advantages do not exist, as the soil and climate will not permit, and the proper facilities for cheap and quick transportation are wanting; and while these higher altitudes possibly produce a grade of coffee which may be a little finer in flavor and commanding a slight advance in price, yet we claim, *what is lost in quality we gain four or five fold in quantity*, to which all authorities will agree.

These are some of the reasons why the Isthmus of Tehuantepec is going to be, not only the greatest coffee growing district of Mexico, but a dangerous rival of California, Florida and Central America in the production of fruits; and will be known as the most prosperous, progressive and readily accessible semi-tropical country in the world.

On account of the climate being one in every way agreeable to the Anglo-Saxon, this country is going to be populated to a large extent by our own countrymen. In fact, nearly all of the best land is now controlled by American capital, and large portions of it being placed under cultivation. Within the past twenty-four months an aggregate of over a million dollars has been invested in lands in our vicinity, and a large number of plantations are well under way. Kansas City parties alone are the owners of twenty-one three year old plantations, of from one hundred to three hundred acres each, all located within a radius of fifteen miles of the property of this company.

LOCATION AND DESCRIPTION OF OUR LAND. ❁❁❁❁❁❁

In the lower part of the Republic of Mexico, between the sixteenth and eighteenth degrees of latitude and the ninety-third and ninety-fifth degrees of longitude, with the Gulf of Mexico on the north and the Pacific Ocean on the south, lies a little strip of land called the Isthmus of Tehuantepec. The territory comprising this district proper is only forty miles wide and one hundred and forty-two miles across, and within the northern slope of this limited area lies the Nile valley of America. In no part of Mexico, or perhaps in the whole world, are lands so deep and fertile, with so pleasant and healthful a climate. It is well drained by flowing rivers, broad and deep, whose waters are as clear and sparkling as mountain streams, and wholly free from alkali or other mineral substances. From the lower lands of the coast, the country stretches back in beautiful, undulating hills to the elevated table lands of the interior, and as far as one can see are magnificent areas of rich agricultural lands clothed with forests and plants in perpetual green. These forests abound in game, and the rivers swarm with fish. Yet, until the last few years, this country was, like many other parts of Mexico, comparatively unknown and undeveloped. In the heart of the very best portion of this small territory, so blessed by nature and neglected by man, are the lands of the Mexican Gulf Agricultural Company, located at the junction of the Coatzacoalcos and Chalchijapa rivers, fourteen miles from the Tehuantepec Railway and fifty miles from the Gulf port of Coatzacoalcos, both reached by navigable rivers.

FERTILITY OF THE SOIL AND ITS PRODUCTS.❁❁

Lands in the central portion of the Isthmus, north of the divide, are remarkable for the great depth and marvelous fertility of the soil. Dense tropical forests have been growing, falling and decaying for hundreds and thousands of years, and in consequence we have a soil that cannot be excelled, if duplicated, in any part of the world. At no place on our land is the soil, which is of a rich, dark loam, less than six, and in the larger portion of it between sixteen and twenty feet in depth. The rainy seasons can always be relied upon with great regularity, which, with the numerous rivers and their tributaries, and heavy dews in the dry season, furnish an abundance of moisture. This, in connection with the hot, tropical sun during the day, serves to bring forth the wonderful resources and fertility of the soil in a truly remarkable and almost incredible manner.

Over twenty different products can be grown upon this land with great profit. Among these are rubber, pineapples, bananas, cacao, vanilla, sugar cane, tobacco and corn. Some of the above products, however, require considerable time and attention before producing. Rubber bears its first crop in eight years; cacao in five; and a banana plantation is profitable after the first year. The chief product of this country is, and will be, the one with which we have to deal principally, viz.: Coffee. That coffee can be grown with great success upon the Isthmus is beyond doubt, as we have the necessary temperature, rainfall, depth and quality of soil. Many parts of Mexico are well suited to the culture of coffee, and we do not pretend to claim that we have the only soil and the only climate adapted to that purpose; but we do claim that in no part of Mexico or the whole world can land be found so perfectly adapted in every way to coffee culture, and at the same time possessing equal advantages in the way of cheap labor and transportation facilities.

HEALTH AND CLIMATE. ❀ ❀

It might be inferred, the lands being within the tropics, that the climate is excessively hot, insalubrious and exceedingly tropical in character, but the reverse of this is the case, and for many obvious reasons, notably the peculiar configuration on the Pacific coast side, which forms, as it were, a gate, walled on both sides by heavy masses of snow-capped mountains of the Sierra Madre range, through which pass currents of air, rendering the country they traverse perfectly salubrious. Our land is directly in the course of these breezes, making the climate everything that could be desired. While it is hot in the sun it is always cool in the shade. The nights are cool and bracing, and a blanket is necessary for comfort. During the year 1895 the average temperature was seventy-nine degrees, highest ninety-two degrees, lowest sixty degrees. From June until August there are light rains : from August until December, very heavy rains ; December to February, light showers ; February to June, warm, pleasant weather with southerly winds. The rainfall for 1895 was one hundred and fifteen inches, seventy-five per cent of which fell in the night. The climate here, considering all seasons, is about perfect, and one which should prove very attractive to the settlers from the North, who appreciate the waste of life in an arctic climate of seven months each year, when all vegetation ceases to grow and man himself can be kept alive only by artificial heat, and the farmer must toil wearily four months in the blazing, scorching sun for the uncertain crop that is to sustain him during all the famine months.

The whole plain of the Coatzacoalcos river is a remarkably healthy country, and one to which an Anglo-Saxon can readily adapt himself.

The government statistics for the year 1893 show that in

Minatitlan (situated on the Coatzacoalecos river, thirty miles from our land) there is a population of four thousand eight hundred and seventy-two souls, and during the year the deaths numbered forty-three, or an average death rate of 8.7 per thousand. No better proof could be offered to show the healthfulness of this district.

TRANSPORTATION.

Of all obstacles to a rapid development of the resources of a country or state, the want of easy communication between the interior and the seaboard, or local market, is one of the most serious. Cheap, expeditious and certain transportation is essential. Our lands are particularly favored in this respect, as the Coatzacoalecos river is navigable for river boats the year round, by which we can send our products quickly and at an extremely small cost to the port of Coatzacoalecos. At the same time, if desirable, either for freight or passenger traffic, our boats can ascend the Coatzacoalecos and Jaltepec rivers, a distance of fourteen miles, to the station of Santa Lucetia, upon the Tehuantepec railroad, from which shipments can be made either by the way of Salina Cruz, upon the Pacific ocean, or Coatzacoalecos, upon the Gulf of Mexico. This road is owned and operated by the Mexican government.

Commerce always seeks the shortest route, and as this new road brings San Francisco, China and Japan ports more than a thousand miles nearer New York and European ports than *Panama does*, it can easily be seen that traffic which now reaches Europe by Cape Horn and Panama will soon find its way over the Tehuantepec road. This will bring steamships from every part of the world to the ports of Salina Cruz and Coatzacoalecos and make the Isthmus of Tehuantepec a prominent and well known country. A number of American and European steamship lines are already making these ports regularly, and abundant means can always be depended upon for

the cheap and speedy carrying of our products to all parts of the United States and Europe.

In regard to transportation, as well as cheap labor and freedom from frost, we have every advantage over the fruit growers in California and Florida.

Fruit-carrying ocean steamships ascend the Coatzacoalcas river to Taoamichapa island, a distance of thirty-seven miles, giving every opportunity for the secure and expeditious loading of perishable fruit, and avoiding the spoilage and expense of lighterage to which all the Central and South American fruit ports are subject.

Bananas and pineapples can be loaded on our river boats at the plantation on the evening of one day and delivered early on the morning of the next to the gulf steamships, and arrive in Galveston after a trip of fifty hours. This gives us from three to six days' advantage over the banana growers of Central America, which means a saving of a large percentage of expense and loss from spoilage. *On account of the distance saved, and being able to ship our coffee direct from the plantation to New York City, we have a much smaller cost for freight than any coffee-growing district in North, South or Central America.*



LABOR : DESCRIPTION, SUPPLY AND COST. ❁ ❁

The Indians on the Isthmus are the most industrious, honest and peaceful in Mexico, of a mild and gentle disposition, and not inclined toward war or disturbances of any nature. They are very muscular, and possess wonderful endurance. In color, they are lighter than our own Indians: their features are much finer, and the expression of the face more pleasant.

At present abundant labor is available at an average cost of fifty cents per day for a full grown man, and, if employed regularly, from ten to twelve dollars per month (Mexican silver). Women and children do a great deal of the work on a coffee plantation, and during the picking season the major part of it, for which they receive a much smaller compensation than men. After a plantation is five years old, the owner can figure his labor at an average cost of twenty-five cents per day.

Mexican silver is always subject to a large discount as compared with gold, resulting in material advantage to the planter, as all his labor is paid in silver, while the product is sold in foreign countries for gold.

TAXES.

There are no taxes on unimproved property in Mexico, and the tax upon improved property is less than in the United States, and is based on the income derived therefrom.

TITLE.

This property was purchased from the Pacheco estate and the title is perfect, having been passed upon by Senor Louis Mendez, President of the Bar Association of Mexico and one of the ablest native attorneys of the Republic, as well as by our own legal counsel, Mr. D. J. Hall, of Kansas City, who made a special trip to Mexico for that purpose.

AN IMPORTANT FEATURE. ❀ ❀ ❀ ❀

After having secured land possessing the necessary requirements for successful coffee growing, in the way of climate, soil, transportation and labor, another equally important and essential feature must be supplied, viz : Men to take charge of the property who are thoroughly experienced in planting and caring for the trees and harvesting their products, and at the same time possessing a thorough understanding of the laboring element which must be employed to do this work, so as to get the largest and most satisfactory returns for the money expended, without causing friction and discontent in their midst.

We have spared neither trouble nor expense to secure what was necessary in this direction, with a result that we can and do, without fear of contradiction, assure our patrons that no plantation in Mexico, Central or South America has men better fitted and more competent in every way to take charge of such properties than the gentlemen we have secured for that purpose.

This is an item of the utmost importance, and adds to the many advantages people dealing with this company will enjoy. They are not putting their money into the hands of irresponsible and inexperienced people to *experiment* with, but entering into a clearly defined business transaction with a solid, responsible concern, so fully equipped in every respect as to afford the greatest security and profit, with the element of chance reduced to the smallest possible minimum.

WHAT OTHERS SAY. ❁ ❁ ❁ ❁ ❁

In order that the probable investor may not be left entirely dependent upon our judgment, we submit the opinions of those in a position to know whereof they speak. Any further information in this direction will be cheerfully furnished, and there is in our office an immense amount of literature, covering this whole subject, including *Consular Reports* for a series of years, from all parts of the world where coffee growing is carried on as an industry. We also have a large number of photographs, from which one can gain a good idea of the existing condition of our plantations, as well as samples of different grades of coffee produced in this locality, all of which will be cheerfully shown and explained to visitors, who are welcome at any and all times.



EXTRACTS FROM THE PRESS. ❀ ❀ ❀

EXTRACTS FROM "THE RAILWAY REVOLUTION IN MEXICO."

By Bernard Moses, Ph. D., University of California, San Francisco, 1895.

"Among the more general economic effects of the building of railways in Mexico may be observed an increasing tendency to establish and conduct productive enterprises with corporate capital. A conspicuous weakness of the Spaniards in Spain, and their descendants in America, has been their inability to form and conduct successfully industrial and commercial corporations.

"The missionary of the modern industrial system is in the field: and through his personal solicitations, and through the force of the example of corporations already organized, Mexico is destined to be carried more and more into line with those nations that have at present largely supplanted individual industry by corporate industry.

"At present the cultivation of coffee is attracting special attention, and on the Eastern slope much progress has already been made.

"Among the reasons is the extraordinary profit which the production of coffee offers.

"The cost of its production in Mexico in general is between 8 and 10 cents per pound, Mexican money, and it sells at from 25 to 32 cents.

"The facts indicate that the present extraordinary demands for coffee lands in Mexico have a reasonable foundation.

"Mexico has important advantages. * * * She has a territory adapted in soil and climate to this form of cultivation, and, in the Indians, an excellent body of laborers, perhaps better fitted for this kind of work than the ordinary laborers of any other country.

"From an examination of the statistics we get the following general results, showing the exports of coffee from Mexico:

In 1873.....	1 432,100 pounds
In 1883.....	18,598,419 pounds
In 1889.....	21,755,956 pounds
In 1890.....	27,797,056 pounds

FROM "COFFEE: ITS CULTURE AND COMMERCE."

By C. G. Warnford Lock, F. L. S., Published in London in 1888.

"Though Mexico scarcely figures in the coffee producing countries, its capacity and adaptability have been tested by successful cultivation. * * * Mexico as a coffee producing country has been tested by more than fifty years' experience. * * * That coffee has not assumed the first place in exportation is to be attributed to the same causes which have retarded all other developments of the country. * * * The production has been mostly consumed by the home demand, which is quite large, as coffee is in general use by all classes. * * * When the plant is five years old it gives a full crop. * * * The trees continue bearing from twenty to twenty-five years. There are, however, trees sixty to seventy years old which are bearing a fine crop. It is not uncommon to find trees yielding 5 to 7 pounds. * * * After the plants begin to bear a full crop, the annual cost of production, up to sale in market, is 6 to 7 cents a pound. * * * The favorable report on sample lots sent to Europe in 1873 gave an impetus to the cultivation, since when planting continues to increase and coffee promises to become the principal article of export."

FROM "COFFEE IN MEXICO: CULTIVATION AND PROFIT."

By Joseph Walsh, Philadelphia, 1894.

"The industry of coffee culture is still in its infancy in Mexico, though the product is of a superior quality and grading among the best grown in any country of the world.

"Mexican coffee is worth at present from 20 to 22 cents per pound in the American market, while the average cost of production is 7 cents. A plantation will pay from one to three

hundred per cent on the capital invested, each tree yielding annually from 3 to 10 pounds.

"The value of coffee plantations in full bearing is calculated at the rate of \$1.00 per grown tree; a single acre producing from 600 to 800 trees.

"The soil and climate suitable for coffee growing are also adapted to the cultivation of tobacco, corn, beans, bananas and most tropical and sub-tropical fruits. But among all marketable fruits, the growing of which is here accessory to coffee culture, the pineapple is the least expensive and most profitable, especially where the planter has close and cheap transportation to the Gulf ports."

FROM "COFFEE FROM PLANTATION TO CUP."

By Francis B. Thirber.

"Mr. Willis Weaver, who made this subject a study, wrote to Hon. Wm. G. LeDuc, Commissioner of Agriculture at Washington, D. C., as follows:

"The yield is estimated sometimes as low as two pounds to the plant, but the same cultivator who gives me this figure says he is convinced that the increase of the yield indefinitely is only a question of improved cultivation. A more usual estimate is three pounds. The cost of production is five cents per pound."

FROM "COFFEE GROWING IN MEXICO."

By J. P. Taylor, City of Mexico, 1894.

"Generally speaking, the Mexican planter has fewer troubles to contend with in growing coffee than the planter of any other country, and is sure of a regular crop.

"Twenty-five years may be taken as the average of coffee trees to remain in remunerative bearing.

"Estimates as to the profits vary, but the lowest of them show an enormous profit, something like 100 per cent per annum on the capital employed."

FROM CONSULAR REPORT TO UNITED STATES GOVERNMENT.

By James J. Peterson, Tegucigalpa, Honduras, November 11th, 1893

"The cost of raising coffee, after the plantation is well established, will not reach the sum of 6 cents (gold) per pound, including all expenses of management, labor, interest, wear and tear of machinery, etc.

"With proper care and attention, coffee trees will produce from 3 to 10 pounds each year."

TRANSLATION FROM FRENCH CONSULAR REPORT OF 1892.

"Mexican coffee took the first premium at the Centennial Exposition in Philadelphia. * * * Mexican coffees were given the grand prize at the Paris Exposition. * * * They will take the highest award at the World's Fair in Chicago."

LONDON "TIMES," JANUARY 4th, 1894.

"There are many healthy signs of commercial and industrial movement in Mexico. * * * That a part of its territory is suitable for coffee culture is certain. There can be no doubt the future of this business is a promising one."

FROM "THE ISTHMUS OF TEHUANTEPEC."

Report Made by the Scientific Commission Under the Direction of Major J. G. Barnard, U. S. Engineer, by J. J. Williams, Principal Assistant Engineer, 1852.

VEGETABLE PRODUCTIONS.—"To present a full and comprehensive view of the botanical productions of the Isthmus, embracing, as it does, a variety of tropical and inter tropical plants so valuable and numerous as to be unequalled within the same extent of territory, would exceed the usual limits of a work which is designed more as a record of mathematical results than a treatise on the natural resources of a country.

"The distribution of plants on the Isthmus differs from that of Mexico in general, insomuch that the vegetation of the loftier table-lands is less distinctly marked. On the margins of the Gulf and the ocean are found the usual plants of inter-tropical shores, and in the middle of the Isthmus are found families which vegetate favorably at elevations below 5,000 feet within the tropics; this occurring *not because the elevation is sufficient to warrant the growth, but that the lower level of the Isthmus is cooled much below the average temperature of its latitude by the constant northeast winds, by the great humidity of the northern slope, and by the proximity of the lofty table-lands and mountain summits which cool the land in their vicinity.*

"The mean annual temperature of the Gulf shore of the Isthmus is 81 degrees. The summer heat is that of latitude 12 degrees more northerly in Africa and Western Asia, and the winter heat that of its own latitudes even on large continents. In other words, it has a cooler summer and more moderate winter than similar latitudes, and it is this extreme equality of climate which gives to these lands the beauty and profusion of vegetation with which they are clothed.

"It is on the outside of the limits of the equatorial zone, and its productions are those of a tropical zone, which is an advantage this Isthmus possesses over any point further south, lying in the equatorial zone.

"The Isthmus is placed under the 15th region, or that of the cactus and pepper families, because these are the predominating ones found growing there. The mean temperature of this botanical region varies from 68 degrees to 84 degrees Fahrenheit, and includes among others the cultivated species: *Zea M. sorghum, jatropha, dioscorea, convolvulus, arracacha, maranta, musa, mangofera, anoma, psidium, cocos, carica, persica, bromelia, anacardium, tamarindus, citrus, passiflora, theobroma, vanilla, coffea, saccharum, lycopersicum, capsicum, cajanus, arachis, opuntia, nicotiana, and gossypium.*

"The banks of the Coatzacoalcos exhibit, in a wild state, the greatest abundance of coffee, and with few exceptions no pains are taken to cultivate it, although the quality is admitted to be very superior. This neglect may be readily accounted for in the universal preference which exists among the natives for chocolate. The only coffee plantation worthy of note is one on the island of Tacamichapa, opposite the village of Almagres.

“Important in value is the *siphoani elastica*, or indian rubber tree, which is found in astonishing numbers throughout the forests that skirt the tributary streams. Its value, however, is so little appreciated there, that the gum is only gathered for foot balls, or for some few medicinal purposes.

“In the production of fruits and leguminous plants, the Isthmus perhaps stands unrivalled; and it seems superfluous to enumerate, even incidentally, the different varieties which constitute either articles for food, or those deserving of especial culture and adapted for purposes of exportation. Yet many of them claim particular notice, either for their delicious flavor, abundant growth, or the nutritive qualities for which they are distinguished: among these we find the chico-zapote, lemonsillo, orange, chayote, cocoanut, lemon, pineapple (sometimes reaching the enormous weight of fifteen pounds), melon, mamey, chiraymoya, citron, mango, banana, plantain, guava and pomegranate.

“Of the maize, frijoles, sugar, cacao, tobacco, coffee and cotton raised on the Isthmus, it is difficult to speak in terms which might convey an adequate idea of the adaptation of the soil and climate to their cultivation, or the perfection to which they are susceptible of being brought.

“But when we reflect upon the productiveness of the soil, the salubrity of the climate and the boundless character of the vegetation of the Isthmus, it is not difficult to see how great must be the reward which would crown the efforts of an industrious planter.

“In conclusion, it is utterly impossible, even at a momentary glance like this, not to be struck with the value of the boundless riches which nature has showered into the lap of the Isthmus; nor can we estimate the changes to be effected or the benefits to result from their gathering, ‘when its soil shall become the emporium of commerce, and teem with wealth and abundance.’ Even the outline which we have traced, presents but a feeble delineation of the golden harvest which is to be reaped in the future. Nevertheless, sufficient has doubtless been said to awaken attention to the natural resources of this favored region, and to show beyond question the present and prospective value of that which already exists.

Health.—“On the northeastern division of the Isthmus, on the Gulf slope, where the rainy season begins in the middle of June and terminates in November, the district appears to be unusually healthy, and it is not uncommon to meet with natives seventy and eighty years of age residing there.

"The central division of the Isthmus is perhaps the healthiest, a circumstance due to its elevation and better drainage.

"Yellow fever has never been known to occur on the Isthmus.

"I took particular care to inquire among the inhabitants what were the diseases from which they mostly suffered and how strangers settling among them were affected, and I ascertained beyond doubt that not only Minatitlan, but the whole plain of the Coatzacoalcos river, wherever inhabited, was a remarkably healthy country.

"Not a single case of yellow fever has ever occurred in Minatitlan. Nor did I learn of any dangerous form of fever existing. I heard of cases of intermittent fever, which must have been of a very mild type, as it was usually cured by the natives themselves with remedies indigenous to the country, such as bark of the palo-mulato, a tree growing abundantly on the Isthmus.

"I met at Minatitlan with several individuals who formed a part of the French colony, and who had resided there for twenty two years. They all assured me that they had enjoyed uninterrupted health. The appearance of the natives proves the country to be healthy, and our small party had no reason to complain of sickness during its stay.

"The conviction in the minds of those engaged in drawing up this report, and one founded on a residence upon the spot, is that the climate of the Isthmus is a mild and healthy one, favorable to longevity and free from many diseases incidental to more temperate latitudes. The health of those engaged on the survey was unusually good during their entire stay; and although frequently by accident wetted to the skin and remaining in wet clothes the whole day, and this occurring on successive days, with limited food at long intervals, yet none suffered in consequence—a strong proof that their health was due to the favorable climate."

EXTRACTS TAKEN FROM A REPORT TO THE UNITED STATES SENATE,

Of the United States Scientific Expedition to the Isthmus of Tehuantepec,
Commanded by Captain R. W. Shufeldt, U. S. N., 1872.

"The Isthmus presents every inducement to foreigners—thousands of acres of fertile land to be cultivated, in a con-

genial climate, and no obstacles or prejudices in the way of religious, social or industrial ideas.

"The soil on the Atlantic plains is a rich alluvial deposit, often twenty feet in depth. This region is generally heavily timbered, but occasionally open, grass covered plains are met with.

"The soil is remarkably fertile and if cleared and cultivated, would yield abundantly all the agricultural products adapted to this latitude and climate.

"Coffee of a good quality grows on the Atlantic slope and in the central division. From what we saw of the coffee tree growing in the woods and in the gardens, we came to the conclusion that the soil and climate of the Isthmus are well adapted to its cultivation. We were all surprised to find the coffee of so fine a flavor. It is rather milder than the Java, but in flavor is not inferior.

"The Ule or India rubber tree abounds on the Atlantic plains. At the present time only a small quantity of the gum is collected, but owing to a large number of trees in this region, and the increasing demand for this substance, the day is probably not far distant when this valuable gum will be raised here in large quantities for exportation.

"The pineapple is of good size and fine flavor, and limes and lemons are often seen growing wild.

"There are as many as fifteen well known varieties of the banana, some of which are a very superior quality. Like the orange, the best bananas are found on the Atlantic plains and in the central division, and they are ripe at all seasons of the year.

"Oranges grow in all parts of the Isthmus, but those of the Atlantic plain and the central division are the best. On the Isthmus of Tehuantepec there is no frost to blight this crop as there is occasionally in Florida and Louisiana; nor hurricanes to kill it as in the West Indies; nor are the northers violent enough on the Atlantic plains to injure it.

"Many of our garden vegetables grow very well in all parts of the Isthmus. We saw lettuce, radishes, tomatoes, string beans, beets and onions growing in the gardens.

"The climate is a healthful one and it is the boast of the inhabitants of the Isthmus that the yellow fever has never visited them.

"The Indians are found settled over the whole Isthmus. They are of a mild and gentle disposition, very muscular and

possess, many of them, wonderful endurance. In color they are lighter than our own Indians, their features are much finer, and the expression of the face is more pleasing."



REPORTS ON OUR LAND: SOIL, CLIMATE, PRODUCTS

JALTIPAN, March 25, 1894.

Mexican Gulf Agricultural Company :

GENTLEMEN :—In compliance with your request of March 2, I beg to enclose herewith my report on your land.

The property in question is situated in the State of Vera Cruz, at the confluence of the Coatzacoalcos and Chalchijapa rivers, fifty-seven miles by direct air line from the port of Coatzacoalcos, and fourteen miles by river from the station of Santa Lucretia on the Tehuantepec railway. They are bounded on the north by lands of the Fortuno estate; on the east by Terreno de Pacheco, and the Chalchijapa river; on the south by the Chalchijapa river, and on the west by the Chalchijapa and Coatzacoalcos rivers, and situated in, perhaps, the most desirable part of the Isthmus of Tehuantepec, near the joining of the three States of Vera Cruz, Oaxaca and Chiapas. All the land in this tract is good, it being perfectly clear from swamps and lagoons. The river banks are high, the land is rolling and slopes gradually from the river. By reason of the peculiar topographical formation of the Isthmus, there is an almost constant interchange of air currents between the Atlantic and Pacific oceans, a distance of only one hundred and forty miles intervening, making the climate both pleasant and healthful. Owing to the same reasons, this land is possessed of conditions highly favorable to tropical and semi-tropical agriculture. The soil is a rich vegetable loam, very deep, extremely fertile, and particularly well adapted to the successful culture of coffee, rubber and all kinds of tropical and semi-tropical fruits and vegetables.

These lands are well situated in regard to transportation facilities, lying beside two large and navigable rivers, rendering them undoubtedly the best watered tract on the Isthmus, and possessing the most convenient, desirable and easy means of transportation.

Good reliable labor can be readily obtained here at a maximum cost of \$15.00 per month (Mexican silver).

Respectfully yours,

[Signed] F. O. HARRIMAN, C. E.

CITY OF MEXICO, October 12, 1894.

Mexican Gulf Agricultural Company :

GENTLEMEN :—I have completed the survey and subdivision of the lands purchased by you, and in compliance with your request beg to report the following :

These lands are well watered and drained, the river banks high and free from overflow and the soil of great depth and fertility.

They are readily accessible by rail and water, the National Tehuantepec Railroad being but nine kilometers distant and the river navigable at all seasons.

During my four years' residence on the Isthmus I have conducted many extensive surveys and these lands are without doubt the finest I have seen.

I am familiar with coffee culture in Mexico and particularly on the Isthmus of Tehuantepec, and do not hesitate to pronounce your lands the very best to be had for that purpose, as well as being admirably adapted for the profitable growing and marketing of many other tropical products.

[Signed] E. KIRBY-SMITH, C. E.

MEXICO, May 30, 1894.

*Senor H. W. Bennett, Pres. Mexican Gulf Agricultural Co.,
Hotel Guardiola, Mexico :*

DEAR SIR :—It affords me much pleasure to comply with your request for my opinion of your lands on the Isthmus and described in your letter.

The northern half of the Isthmus of Tehuantepec is one of the most fertile portions of Mexico. It enjoys all the advantages of a tropical latitude, at the same time possessing a pleasant and healthful climate. I know of no land better suited for your purpose. The foreign settler will find it a healthful place to live, and the Indian of that locality to be industrious and peaceable.

This land is admirably adapted to the cultivation of tropical products, especially *coffee*, rubber and fruit, all of which are highly profitable.

The plan upon which you propose to operate I consider a most excellent one. In it I see nothing theoretical or impractical, and there is no reason why it should not meet with the greatest success. The individual who receives his 100 acres in the condition you propose to have it at the end of five years, will receive property worth many times the value it costs him,

and thereafter possesses a large and certain income. At the same time he will have avoided all the worry, hardships and toil necessary to put the land in a productive state.

To put a coffee farm on a paying basis requires capital, a thorough knowledge of the business, and years of patient toil and application. The profit the company will reap they are entitled to, and the purchaser can well afford to allow it to them.

Most sincerely yours,

[Signed] ERNEST FREMY,
Professor of Viticulture, Agriculture,
Horticulture and Botany.

[NOTE.—Mr. Fremy was for many years Chief of the Agricultural and Botanical Bureaus of the Department of the Interior of the Mexican government.]

CONSULATE-GENERAL OF THE UNITED STATES,
CITY OF MEXICO, May 28, 1894.

Mexican Gulf Agricultural Company:

GENTLEMEN:—I have yours of April 6th, propounding certain questions to me regarding certain lands situated on the Isthmus of Tehuantepec, accompanied with prospectus of proposed method of handling the same. I take pleasure in answering the questions *seriatim* as far as I am capable of doing.

Your first question is as follows: "Are the lands described in this prospectus thoroughly adapted and desirably located for the successful culture of rubber, coffee and fruit?" They are, from the best and most accurate information I can obtain.

Second—The Coatzacoalcos river is navigable the year round for ocean steamers as far as Minatitlan, and for boats drawing eighteen inches of water as far as Suchil, a point some distance beyond these lands. I am under the impression that the Tehuantepec road is going to be one of the greatest commercial thoroughfares in the world, and will command a very large international traffic.

Third—The climate, as far as I have been able to ascertain, is far more agreeable and pleasant than is generally supposed. Owing to the peculiar configuration of the Isthmus, it is probably more healthful than any other portion of Mexico. For a corroboration of this statement reference is had to the following authorities: "The Isthmus of Tehuantepec," published by D. Appleton in 1852. "Survey of the Isthmus," by

a party of United States engineers, under Captain Shufeldt, in 1872. "Geografia Climatologica," (Climatological Geography) of Mexico, published by the Mexican government.

Fourth—"Are the Mexican laws favorable to foreign immigration?" They are, and the government is endeavoring annually to make them more so.

Fifth—"What are the political conditions as to personal security and protection of property?" I consider this a firm and stable government, and it does all possible for the security of life and property.

Sixth—"What are they likely to be in the future?" I know of no reason to believe that life and property will not be as safe in the future as at the present time.

Seventh—"Are the inhabitants of this particular locality peaceable, industrious and honest, and kindly disposed to the American settler?" I have been so informed. I have not been on the Isthmus myself, but have been in constant association with those who have been there frequently, and all say the same thing.

Eighth—"Is sufficient native labor available, and at what cost?" I am informed that it is plentiful and men on plantations are employed regularly at from \$8.00 to \$16.00 per month, Mexican money.

Your ninth question is: "With the figures as embodied in this prospectus and after such inquiry and research as you may be able to make, what is your opinion as to the practicability, feasibility and desirability of this particular plan of operation?" Personally, as you well know, I have no practical knowledge of the fruit or coffee business, but from what I can see and learn of it, this scheme impresses me as being practical, feasible and desirable. This opinion of mine is corroborated by that of people here, who are in a position to know whereof they speak.

Yours very truly,

[Signed] THOS. T. CRITTENDEN,
Consul-General.

FROM AN ISTHMUS PLANTER.

CITY OF MEXICO, Sept. 30, 1894.

Mr. Louis Kunz, Kansas City, Mo.:

DEAR SIR:—In accordance with your request, I have the pleasure of giving you my views concerning lands on the

Isthmus of Tehuantepec. I am going to give some practical facts which can be readily verified.

Just at this moment we are at a point where we can make a study of the plantations in bearing in the northern part of the Isthmus, and judge of the advantages of soil, as well as the abundance of the coffee crop, in order to estimate the average income yearly from each plant.

On an estate called Pina Blanca, situated on the Coatzacoalcos river, I have a coffee plantation, and have seen the bushes so full that I could not resist the curiosity which prompted me to weigh the picking, which amounted to 10 and 12 pounds gross, and after drying and shelling averaged over 3 pounds per bush, allowing for waste, etc.

I would also state that two years ago I sent some samples of coffee to a friend in the United States, who pronounced it as equal to the best Oaxaca coffee.

I am, very truly yours,
[Signed] FRANCISCO GARCIA,
Jaltipan, Mexico.

Mr. CARLOS C. MORDAUNT, inventor of the Mordaunt Coffee Huller and owner of the "Cafetal Eureka," at Soconusco, Mexico, and who has refused \$200,000 (gold) for his 250 acre plantation (only 175 acres in coffee) says :

"My bearing trees net me \$250 (gold) per acre per annum, after paying all expenses, the trees coming into full bearing in six years from the seed."



LETTERS FROM RECENT VISITORS TO "DOS RIOS"

[Translated Copy.]

TEHUANTEPEC, January 1, 1896.

*Senor M. H. Lewis, Manager Mexican Gulf Agricultural Co.,
Hotel Guardiola, Mexico:*

MY DEAR SIR:—It affords me pleasure, after spending a week at "Dos Rios," and looking over the wonderful amount of work done there in one year, to recommend in the highest terms, the efficiency of the gentlemen in charge of your business and my unlimited confidence in the ability of your Superintendent, Major Clemow, to successfully carry out the requirements of the best planned and thought-out proposition I have ever seen applied to coffee or any other agricultural product.

You are also to be congratulated on having secured land so well adapted to coffee culture: the soil, climate, transportation and labor supply being perfect. I base my opinion on my experience of fourteen years as a coffee raiser in one of the best districts of Guatemala, where I have brought 120 acres into bearing, which yields me a net income in gold of \$175 per acre, after paying \$1.00 a day for labor and packing my product 150 miles on mule back.

My soil is not as deep as yours, nor is our rainfall as evenly divided, nor as heavy and our climate more variable: nor do I enjoy the same advantages in the way of natural shade. For this reason, you will undoubtedly get 3 pounds of good coffee from five year old trees for twenty-five years.

Trusting you will realize all I hope for you and expecting you at my "finca" next year, where my house and my servants are yours, I am,

Respectfully yours,
[Signed] JOSE LEANDRO DE CASTILLO.

Dos Rios, March 3, 1896.

Mexican Gulf Agricultural Company.

GENTLEMEN: To those who doubt the adaptability of the Isthmus of Tehuantepec to the successful culture of coffee, I will say that on the plantation of Dos Rios I to-day saw coffee trees twenty-one months old from the seed, well loaded with berries and counted 96 beans on one branch measuring one

foot in length, and a visit to the different sections of the plantation showed the younger plants in a thrifty condition.

Respectfully,
[Signed] G. C. SANBORN.

[NOTE.—Mr. Sanborn is a member of the Chicago Board of Trade, and has lately returned from a trip to the Isthmus.]

DOS RIOS PLANTATION,
ISTHMUS OF TEHUANTEPEC, May 15, 1895.

Mexican Gulf Agricultural Company :

GENTLEMEN:—Complying with your request, I deem it only justice to you to give you my opinion from observation and inspection of your “Dos Rios” lands.

I have been most agreeably surprised, and as an old and experienced coffee planter, I may be allowed to say that your lands are eminently suitable for coffee growing, and certainly in that respect are superior to anything I have seen in Mexico, after a thorough inspection of the districts of Jalapa, Coatepec, Cordoba, Orizaba and the State of Oaxaca; your soil being rich and fertile and covered by a forest, the character of which marks it out as “par excellence” of fine coffee country. Your water transportation seems to be first-class and all that can be desired.

Judging from personal experience, and the appearance of both natives and foreigners, I should say your climate is good, and only small personal inconvenience arising from a few insects, which are indigenous to all open tropical countries, and will be certain to be removed by the clearing of the forest from the land.

If this letter will do any good in removing the effects of the scandalous reports against the Isthmus of Tehuantepec, it will have served the purpose of the writer, which is certainly a disinterested one, and I wish you every success in your splendid enterprise.

Yours faithfully,
[Signed] GEORGE MARR.

CITY OF MEXICO, March 13, 1896.

Mexican Gulf Agricultural Company :

GENTLEMEN:—In answer to your request for my opinion on the land and conditions surrounding your “Dos Rios” property,

beg to state that I have spent two years in Mexico, and have seen a great deal of the country, and after a personal visit to "Dos Rios" consider the land very fine and well adapted to your purposes. In fact, I consider the Chalchijapa and Chimalapa districts the best I have seen for coffee.

Yours truly,

[Signed] H. C. DINKINS.

[NOTE.—Mr. Dinkins is the General Agent of the A. T. & S. F. Ry. in the City of Mexico.]

DOS RIOS, MEXICO, Feb. 18, 1896.

Mexican Gulf Agricultural Company:

GENTLEMEN:—After a residence of one year at Buena Vista, near San Juan Evangelista, during which time I have put in 60 acres of coffee on my own plantation and given the subject much careful consideration, my opinion may possibly be of some interest to you and your investors. While I did not see all of your extensive improvements, my visit to "Dos Rios" has convinced me beyond any doubt that you have most excellent land for coffee, rubber and other similar products, and I have never seen anywhere better plants or better work than I have found on every piece of work I saw there.

Yours very truly,

[Signed] ETHELBERT EKINS.

SANTA LUCRETIA,

ISTHMUS OF TEHUANTEPEC, Feb. 1, 1896.

Mexican Gulf Agricultural Company:

GENTLEMEN:—I have no hesitancy in saying that I think you have been most fortunate in securing what I consider to be one of the most desirable pieces of land on the Isthmus for the successful cultivation of coffee, rubber and other tropical products, both as regards transportation facilities and the quality of the soil, which certainly is *par excellence*, as is evidenced by the phenomenal results obtained from your nursery of coffee plants. This is no visionary statement on my part, as I have spent nearly three years on the Isthmus, the larger part of which time has been devoted to coffee culture. I have examined each and every tract planted by your company and consider the work done in a highly efficient manner, which if continued as commenced cannot help but produce wonderful results.

Yours truly,

[Signed] LEE WEBER.

PLANTATION SOLO SUCHIL,
ISTHMUS OF TEHUANTEPEC, March 10, 1896.

Mexican Gulf Agricultural Company:

GENTLEMEN: Complying with your request, and having a number of personal friends among your investors in the Chalchijapa valley, I take pleasure in testifying to the fitness of the "Dos Rios" plantation for the growing of coffee, cocoa, rubber, etc. Moreover, being a frequent visitor at "Dos Rios" I have had opportunity to watch the progress of development of these properties from time to time and can say that all work from the nurseries to the clearing and planting has been done in the best possible manner, and that no one visiting your property can help being pleased and impressed with the result accomplished during the past year.

With a knowledge of the different sections of Mexico, acquired during the past three years, and a residence of one year on my own plantation near "Dos Rios," I am now more firmly convinced than ever that these lands are among the very best and most desirable in the Republic and possessed of transportation facilities equal to any. The climate is pleasant, not too hot nor too cold, and perfectly healthful. Indeed, I have enjoyed my life here as a planter and have not the least doubt of our success.

Very truly,
[Signed] R. O. PRICE.

BETHESDA, TENN., Jan. 23, 1896.

Mr. M. H. Lewis, Kansas City, Manager, Mexican Gulf Agricultural Company:

DEAR MR. LEWIS:—In answer to the many enquiries that I constantly receive regarding the development of plantations on the Isthmus of Tehuantepec, it has been gratifying to me to be able to refer explicitly to the progress made by your Company, under your direction. As my faith in coffee culture continues to grow and strengthen with study and investigation, I can but commend most heartily the foresight and enterprise that you have displayed.

Your flourishing nurseries and young coffee plantations were as fine as any I saw on the Isthmus during my recent trip, and the promise they hold for the near future is, I think, most flattering.

It is surprising to see what American pluck and energy has accomplished in one year.

Accept my congratulations on your present work and future prospects.

Yours truly,

[Signed] F. A. STEELE.



STABILITY OF THE MEXICAN GOVERNMENT. ❀ ❀ ❀ ❀ ❀ ❀ ❀

CONSOLIDATED
KANSAS CITY SMELTING AND REFINING COMPANY.
General Office.

KANSAS CITY, April 18, 1896.

Mr. D. J. Huff, Vice-Pres., Mexican Gulf Agricultural Co.

MY DEAR SIR:—I comply willingly with your request to state my view of the stability of the Mexican Government and the safety of investments in Mexico, for the reason that I look upon Mexico as a most promising field for investment of capital.

Myself and a coterie of friends, who have for a period of over fifteen years invested together, first began to look up Mexico in 1886, ten years ago. Our investigations were most thorough, and convinced us so absolutely of the great advantage and safety of Mexican investments that we have, since our beginning, placed in Mexico and in business connected with Mexico, about \$4,000,000. We have not had a single case of oppression from government—except our own—in our dealings with Mexico. We have had neither losses from individual nor corporate dishonesty. Our property, and it embraces railroads, smelting works, mines and lands, has never been burdened unjustly, titles have been found perfect, and contracts easy and secure of enforcement. The Government of Mexico, we have found equal to the task of enforcing all rights of persons and property. I have not the slightest hesitation to say that I deem property as safe in Mexico as in the United States.

I am, my dear sir,

Very respectfully yours,

[Signed] A. R. MEYER,

President.

LETTERS FROM A FEW OF OUR INVESTORS. ❧

ADOLF LANGE,
Druggist and Pharmacist,
Cor. 4th and Shawnee Sts.

LEAVENWORTH, KANSAS, March 21, 1896.

Mexican Gulf Agricultural Company:

GENTLEMEN :—When I purchased my one hundred acres of coffee land at “Dos Rios,” I regarded the transaction simply as a *venture*; a few months after, having heard from parties who had seen that portion of the Isthmus, so many fine reports of its resources and promising future, I began to think of my venture as a good *speculation*, and resolved to see the country myself, and, as you know, I have just returned from there. The result is that I now regard my possession on the Isthmus as a safe and very likely to prove a highly profitable *investment*.

I am fully convinced of this, having seen with my own eyes coffee growing to perfection in your immediate neighborhood on land apparently not near so well adapted for coffee as your lands.

To judge from the hundreds of acres of coffee you have already planted and the several millions of coffee plants in your nurseries and which will before many months, find their places in the plantations under your charge, it is safe to predict that “Dos Rios” will, in a few years, send millions of pounds of choice coffee to market, affording handsome incomes to the fortunate owners of the plantations.

I found the climate very agreeable and healthful, the natives clean, peaceable, polite and industrious and *all* conditions much better than expected; in fact, I found everything exactly as represented in the literature issued by your Company, your work in good and efficient hands, and being carried out in conformity with your promises.

I thoroughly enjoyed the four weeks spent at “Dos Rios” and already look forward with pleasure to my contemplated trip there again this coming winter.

I have just written to your Superintendent, Major Clemow, thanking him for the many courtesies received at his hands and wish also to here express to you, gentlemen, my thanks for favors extended.

Yours very truly,

[Signed] ADOLF LANGE.

MINATITLAN, E. de V. C., Feb. 21, 1896.

E. W. Woodcock, Esq., Chicago, Ill.:

DEAR SIR:—I have been living on the Isthmus for over a year, having in charge several coffee plantations.

Lately I had the pleasure of paying a visit to "Dos Rios," where the Mexican Gulf Co. are operating extensively.

I took particular pleasure in looking over the work being done and I am pleased to inform you that I found everything being pushed forward vigorously and in a most able and efficient manner.

The topography and climate of the country are all that could be desired for coffee raising and I firmly believe that with the improvements now going on, the Isthmus will be one of the best coffee producing countries in the world within a few years.

My experience of eight years on the Malabar Coast, Madras Pres., India, entitles me to express an opinion, which may be of interest to parties who, like yourself, are investing down here. I am, dear sir, very truly yours,

[Signed] W. I. BROWN.

MEXICO CITY, March 12, 1896.

Mexican Gulf Agricultural Company:

GENTLEMEN:—I have just returned from your "Dos Rios" property and found it a most beautiful country. I was surprised to find so many improvements, as I expected to have to live with the natives, but on the contrary was entertained as nicely as here in the city. Your superintendent escorted us over the lands planted to coffee and we were highly pleased with the condition, as well as the prospect. He undoubtedly understands his business in preparing the ground and planting coffee. There were several nursery beds under construction, besides a great many in fine plants. They were looking fine. We were informed that there would be about 3,000,000 trees for transplanting. I found the lands a deep, dark loam, clay subsoil and covered with a heavy growth of timber, just the kind for coffee growing. Besides coffee, we saw there fine pineapples, bananas and garden vegetables of all kinds, growing in fine condition. We met several American families living on and cultivating their respective lands at Dos Rios, and all were very well pleased with the country and its future prospects.

Trusting other investors will, like myself, be able to view their investments personally, as they will be better pleased, I remain.

Yours truly,
[Signed] F. H. GORTON,
Crawford, Neb.

S. JACKSON,
Arpartado 34,
Buyer: Hard & Rand, N. Y.

ORIZABA, MEXICO, Dec. 13, 1895.

Wm. Leitch, Esq., Kansas City, Mo.:

DEAR SIR:—I have your favor of the 6th inst., and am pleased to say that the coffees marked H. R. T., No. 1 and No. 2, listed by New York, are Tehuantepec coffees, which I bought on the Isthmus last May. I bought this lot through my Oaxaca representative and it came from Tehuantepec proper.

Coffee raising on the Isthmus is not experimental, and while I have never been there, the accounts I have of that section from my buyers and other reliable sources are very flattering, and in a few years it promises to be quite an important section. Quite a number of Americans are located there and I believe a Kansas City syndicate or company are operating there on quite a large scale. While in St. Louis a few months ago, I was interviewed by several who contemplated investing in a company being organized by some wealthy American resident in Mexico City, and on my way there recently I met and traveled with a Mr. Halsey, of St. Louis, who, with four friends from New York, were en route to settle on the Isthmus, with the intention of raising coffee and rubber.

Last year I met Mr. Lionel Carden, Her British Majesty's Consul, of Mexico City, who was returning from the Isthmus. He spoke in very flattering terms of the section and assured me he would invest there. While your tract is a small one, I should say your investment is a good and safe one, and, with proper management, will in a few years yield you a fine and paying interest.

Like yourself, I am not a builder of air castles, yet I am convinced of coffee raising here proving a profitable investment. My position here as buyer and manager for Messrs. Hard & Rand keeps me closely occupied and my every moment is devoted to their interests, yet if I had any assurance of my being here for the next five years I would not hesitate for one

moment to invest in coffee raising, which seems very safe to me, especially so long as this country is on a silver basis and one can raise their products on this basis and sell them for gold.

As my name forcibly implies, I am a Southerner and commenced my career with Messrs. Hard & Rand in my native city, New Orleans, where I was formerly connected with S. & Z. for twelve years in their coffee department. I am pleased to be of service to you and will gladly serve you in any way I can. My sole interests are in Mexican coffees and I would appreciate any efforts on your part to keep them moving for our different offices.

Very truly yours,
[Signed] S. JACKSON.

[NOTE. -Copy of letter from Mr. Stonewall Jackson, buyer for Messrs. Hard & Rand, New York City, to Mr. Wm. Leitch, manager Hard & Rand's branch office, Kansas City, owner of a 50 acre tract of our land. Hard & Rand are the second largest importers in the United States.]

KANSAS CITY, June 11, 1895.

Mexican Gulf Agricultural Company:

GENTLEMEN :—For some time I have intended to write you in regard to my trip with party of investors to your coffee lands on the Isthmus last January. As a pleasure trip, it is the most novel and entertaining that I have ever had the pleasure of taking, far more so than the one to California.

In regard to the Isthmus as a field for investment, I think your plan makes of it a splendid opportunity for any one. The way tropical products grow there makes it the most prolific spot the mind can conceive of. I am more than well pleased with my investment and only wish I could see my way clear to increase my holdings, which I hope to do at the earliest possible moment. I feel confident that any one who will take the trouble to visit the plantation will return enthusiastic and thoroughly satisfied with their venture.

Respectfully,
[Signed] R. V. ANDERSON.

LEAVENWORTH, KAS., June 6, 1895.

Mexican Gulf Agricultural Company:

GENTLEMEN :—With regard to investing in Mexican coffee lands, will say that I consider the investment a good one, and, as you well know, purchased a fifty acre tract after returning from the Isthmus of Tehuantepec. The proposition your company makes I consider the best one I know of, and it is by far the safest.

I never tire of talking about the pleasant trip I had with your party in Mexico, last January and February, and trust we will all meet there again next winter. For myself, I should like to spend every winter on my coffee ranch at "Dos Rios."

Yours truly,

[Signed] CHAS. S. STEVENS.

Dos Rios, Dec. 20, 1895.

M. H. Lewis, Manager Mexican Gulf Agricultural Company:

DEAR SIR :—About the first of last November I came to the Isthmus with my family to occupy the land which I obtained from your company. My land is situated about half way between the mouth of the Chalchijapa river and the town of "Dos Rios." Myself and family are much pleased with the location. Our house is about completed, and we are now occupying it. The coffee and other crops which I had the company plant for me before my arrival are in good condition and looking well. We are pleased with the Isthmus, and especially this part of it. The soil and the lay of the land here agree entirely with your Company's prospectus, which I saw before deciding to come to Mexico. From my observation during the comparatively short time that I have been here, I am convinced that the soil is very fertile and is especially adapted to coffee culture. The thrifty condition of the coffee plants in your nurseries, the strong growth of plants already set out in the lands which you are improving for those who have invested here, and the bloom now showing on the plants not more than two years old, at "Dos Rios," are good vouchers for your claim that these lands are coffee lands *par excellence*.

We are within five days of Christmas and we can hardly realize that this is winter, when the thermometer stands somewhere about 70 most of the time, and we feel sorry for our Iowa friends, who must now be shivering in their winter garments.

Permit me to thank you for the many courtesies which we have received from you personally, and from Mr. Clemow, the superintendent, and from all the officers and employes of the Company with whom we have come in contact.

Respectfully,

[Signed] F. W. MOORE.

KANSAS CITY, Mo., April 16, 1896.

Mexican Gulf Agricultural Company :

GENTLEMEN :—I have just returned from the coffee plantations at "Dos Rios," and having perused letters from other tract holders, feel that it is hardly necessary to do more than to say that I consider their statements fully justified by facts.

Respectfully,

[Signed] J. WITHAM NORTON.





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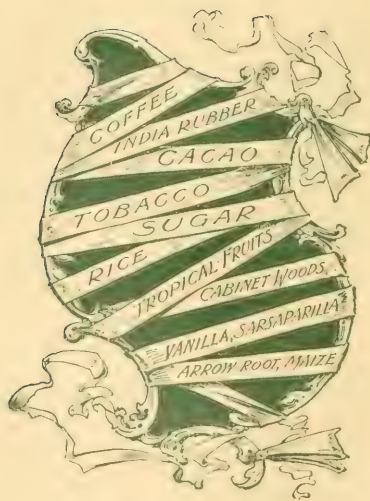
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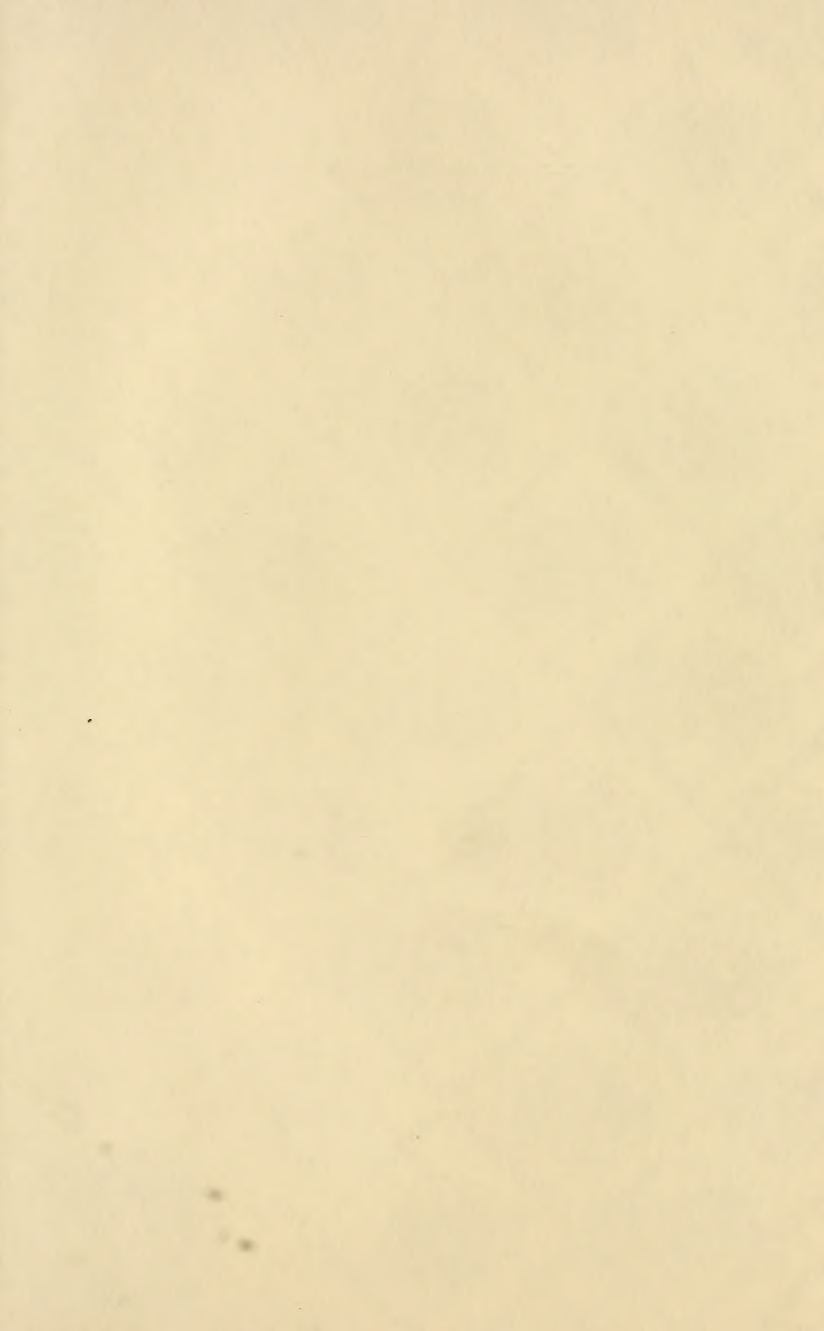
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